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fashion calendar

circle

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 4, 1954</u>			
Monday Jan. 4 4:00 P.M.	SPRING MILLINERY FORUM & MEETING Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Director: Virginia Pope. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	SAVOY PLAZA HOTEL ROSE ROOM
Monday Jan. 4 4:30 P.M.- 6:00 P.M. Cocktails	PREVIEW OF NEW 1954 BUICK CARS Preview of 1954 Buicks, which have been designed with women in mind. Ivan L. Wiles, general manager of Buick Division, and Harley Earl, vice-president of General Motors in charge of styling, will meet the press. By invitation. Women's Publ.: Lind Gilbert Assoc., 22 E. 60th St., PL. 3-4786.	BUICK DIVISION, GENERAL MOTORS CORP.	WALDORF-ASTORIA ASTOR GALLERY
Beginning Monday Jan. 4	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1954 handbag collections on first "permanent" opening date basis. Showings of their complete collections will be held in individual members' showrooms. Publicity: Ruth Lundgren, 244 Madison Ave., MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION Spring collection of Coro jewelry and new Corocraft "fashion masterpieces." By appointment only. Publ.: Ann R. Silver, 551 Fifth Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 4	SCARFS AND STOLES FOR SPRING Opening of Spring collection of scarfs, stoles, wraps, novelties, beach accessories and imports. By appointment. Publ.: Ann R. Silver, MU. 7-8654.	GLENTEX	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION Showing of Trifari, Krussman & Fishel Spring collection of jewelry. By appointment only. Publ.: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING BOUTIQUE COLLECTION Carol Stanley will present their Spring boutique collection of scarves and handkerchiefs. Publicity: Jo Kellerman at Carol Stanley, OR. 9-2330.	CAROL STANLEY, INC.	10 EAST 38TH STREET MAIN FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING COLLECTION Opening of Spring collection of handbags in leathers, straws and fabrics; also specially designed handbags by Emily Wilkens for Greta. By appointment. Publicity: Peggy O'Grady, 161 East 37th St., MU. 9-5725.	GRETA ORIGINALS	9 WEST 31ST STREET SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 4	SCARVES AND STOLES FOR SPRING Opening of Vera's Jamaica Spring and early Summer collection of scarves, stoles, originals in silks, cottons, tropical colors. For buyers and buying offices only. Publicity: Florence Brobeck, 444 E. 52, MU.8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION Showing of Kramer's Spring and Summer collection of fashion jewelry in their new showrooms. Press party, <u>Fri., Jan. 8</u> , from 3:30 P.M. to 5:30 P.M. Open house for resident and out-of-town buyers, <u>Tues., Jan. 12</u> , from 4:00 P.M. to 7:00 P.M. By invitation only. Publicity Director: Talley Jordan; contact: Morris Kramer, MU. 3-4840.	KRAMER JEWELRY CO.	393 FIFTH AVENUE SHOWROOMS - 2ND FLOOR
Monday Jan. 4- Jan. 15	HOME FURNISHINGS MARKET IN CHICAGO International Home Furnishings Market in Chicago. Contact: The News Bureau, The Merchandise Mart, Chicago, Ill.	THE MERCHANDISE MART	CHICAGO, ILLINOIS
Monday Jan. 4- March 15	MAY "TIME OFF TO PLAY" VACATION TRAVEL EXHIBIT A visual presentation of promotional ideas for Glamour's May travel issue. Also a special exhibit of Glamour's March issue celebrating the beginning of its 15th year with "Flowers in Fashion." By appointment only. Contact: Miss Douglas, LE. 2-7500, Ext. 475.	GLAMOUR MAGAZINE	420 LEXINGTON AVENUE 19TH FLOOR
Tuesday Jan. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Irene of New York will present her Spring millinery to the N.Y. press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 5 12:00 Noon Luncheon	PRESS PREVIEW OF BOYS' FASHIONS Cluett, Peabody & Co. will invite the press to a luncheon preview and stage production depicting 100 years of boys' fashion and and social changes to mark Arrow's entry into the Boys' Apparel Field. <u>Show at 1:30 P.M.</u> By invitation only. Publicity: Gertrude Dale at Young & Rubicam, 285 Madison Ave., MU. 9-5000, Ext. 425.	CLUETT, PEABODY & CO.	HOTEL PLAZA GRAND BALLROOM
Tuesday Jan. 5 2:30 P.M.	JERRY GILDEN'S RESORT FASHIONS "Sun-Following Fashions" by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Jan. 5 4:00 P.M. Cocktails	SPRING AND EASTER DRESS COLLECTION Michael Kent Corp. presents a cocktail-hour preview of the Spring and Easter dress collection, styled and coordinated by Harold Franks. By invitation only. Publicity: Saul Krieg Assoc., 9 E. 47th, PL. 3-1543.	MICHAEL KENT CORP.	1400 BROADWAY SHOWROOM - 9TH FLOOR
Tuesday Jan. 5 4:30 P.M. Cocktails	PREVIEW OF NELLY DON'S SPRING COLLECTION Macy's will invite the press to a showing of the Nelly Don Spring collection, to be featured in their new Nelly Don Department (3rd floor). By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 5 7:00 P.M. Dinner	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Commission, LO, 4-7800.	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR GRAND BALLROOM
Beginning Tuesday Jan. 5- Jan. 22	SPRING FASHION PRESENTATION Display of Spring fashions featured in the promotion portfolios of "Seventeen's" March and April issues. By appointment only. Contact: Frances Hodges, Merchandise Director, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE
Beginning Tuesday Jan. 5- Jan. 30	HANDMADE WALLPAPERS ON EXHIBITION Showing of handmade wallpapers by Ilonka Korasz, Ivan Bartlett, Zue Martin, James Seeman, Marion Dorn, with three demonstration lectures: <u>Jan. 13--</u> "The Mechanics and Development of Wallpaper Design", James Seeman; <u>Jan. 20--</u> "Stencilling and Blockprinting Wallpapers", Betty Hebard; <u>Jan. 27--</u> "Silk Screening Wallpapers". Contact: Lorna Howard, PL. 3-9094.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	32 EAST 52ND STREET GALLERY
Wednesday Jan. 6 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Presentation to N.Y. press and buyers of Laddie Northridge's Spring millinery collection. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 6 11:00 A.M.	PRESS PREVIEW OF RESORT COLLECTION Showing for the press of Bergdorf Goodman's ready-to-wear Resort collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday Jan. 6 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING MILLINERY Gustavo will present his Spring millinery collection to the New York fashion press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	GUSTAVO	59 WEST 56TH STREET SALON
Thursday Jan. 7 9:00 A.M. Breakfast	ANNUAL VERSATILITY IN DESIGN AWARDS Presentation of awards at 10:00 A.M. to 61 prize-winning manufacturers in third annual Versatility in Design and use competition in various divisions of women's, men's and children's wear, as well as items for the home. Exhibit open until 3:30 P.M. By invitation only. Contact: Helen Beringer, WI. 7-9715.	HESS BROS.	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 7 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 7 11:30 A.M.	PRESS PREVIEW OF ACCESSORIES Bronzini Ltd. will announce its entry into the women's accessory field, showing a collection of scarfs, squares and stoles for Spring and Summer. By invitation. Publicity: Carson-Ruff Associates, 366 Madison Avenue, MU. 2-2055.	BRONZINI, LTD.	5 EAST 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 7 1:00 P.M. Luncheon	RESORT AND SPRING FASHIONS BY BRIGANCE "Travel Into The Sun"---luncheon showing of Resort and Spring fashions by Brigance of Sportsmaker, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Sportsmaker contact: Julie Isles, LO. 3-1534. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	LORD & TAYLOR; SPORTSMAKER, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday Jan. 7 4:00 P.M.- 6:00 P.M.	CELANESE ACETATE IN SPORTSWEAR FASHIONS Cavalcade of sportswear creations by leading American designers, both East and West, demonstrating the use of new Celanese Acetate fabrics on beaches, U.S.A. Showing at 4:30 P.M. By invitation only. Contact: Dorothy Wallace, at Celanese, 180 Madison Ave., MU. 9-6000.	CELANESE CORPORATION OF AMERICA	TOWN & TENNIS CLUB 430 EAST 56TH STREET
Thursday Jan. 7 5:30 P.M.	FASHION SHOW WITH "MADEMOISELLE" MAGAZINE Jay Thorpe's Spring fashions, shown in conjunction with "Mademoiselle" Magazine, with fashion editor Edith Raymond as commentator. Open to public. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	2ND FLOOR
Friday Jan. 8 9:30 A.M. Breakfast	PRESS SHOWING OF HATS FOR SPRING Emme will invite the press and buyers to a preview of her Spring millinery collection. <u>Showing for the out-of-town press Sunday, Jan. 10 at 11:00 A.M.</u> By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	EMME (26 E. 56TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Friday Jan. 8 12:00 Noon Luncheon	PREVIEW OF SPRING- SUMMER COLLECTION Press and trade preview of Dorothy Hubbs' Spring-Into-Summer dress collec- tion. By invitation. Contact: MU. 9-5422.	DOROTHY HUBBS, INC.	1400 BROADWAY SHOWROOM-33RD FLOOR
Friday Jan. 8 12:00 Noon Luncheon	SPRING MILLINERY SHOW FOR BUYERS Frances Adams will present Spring and early Summer millinery to buyers. By invitation only. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	FRANCES ADAMS	711 FIFTH AVENUE SHOWROOM-9TH FLOOR
Jan. 8 3:30 P.M.	KRAMER JEWELRY'S PRESS PARTY TO CELEBRATE OPENING OF NEW SHOWROOMS, 393 FIFTH AVENUE, 2ND FLOOR, 3:30 P.M.-5:30 P.M. (See Page 2).		
Sunday Jan. 10 10:00 A.M.- 1:00 P.M. Brunch	SPRING SHOWING OF FASHION JEWELRY Trifari, Krussman and Fishel will invite the out-of-town and local press to a gala brunch showing of their new Spring line. By invitation only. Publicity: Dorothy Lansing, 125 East 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Jan. 10 11:00 A.M.	EMME'S SHOWING OF SPRING MILLINERY FOR THE OUT-OF-TOWN PRESS AT THE SHERRY NETHERLAND, CRYSTAL PAVILION, 11:00 A.M. (See above).		
Sunday Jan. 10- Jan. 12 12:00 Noon	"FASHION ON THE GO"--- OPEN HOUSE FOR PRESS Showing of 1954 collection of travel accessories including luggage and personal leather goods to visiting and N.Y. press. <u>Jan. 10: 12:00 Noon- 9:00 P.M.; Jan. 11: 9:00 A.M.-9:00 P.M.; Jan. 12: 9:00 A.M.-12:00 Noon.</u> By invitation. Contact: Betty Fryman, LE. 2-3961.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	WALDORF-ASTORIA CARPENTER SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 10 12:15 P.M. Luncheon	RESORT AND SUMMER FASHIONS IN KID Luncheon for visiting press and preview of Resort and Summer kid shoes and accessories. By invitation only. Publicity: Charline Osgood, at Kid Leather Guild, WI. 7-0332.	KID LEATHER GUILD (1270 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Jan. 10 3:00 P.M.	SALLY VICTOR'S COCKTAIL SHOWING OF SPRING MILLINERY FOR VISITING PRESS, AT SALON, 18 EAST 53RD ST., 3:00 P.M. (See Page 3 for local press show).		
Sunday Jan. 10 4:30 P.M.	SPRING COLLECTION FOR VISITING PRESS Maria Krum will present her complete Resort and Spring collection to the out-of-town press. By invitation. Contact: Helen Gray, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Sunday Jan. 10 5:30 P.M.	PREVIEW OF 1954 BUICKS (Auxiliary Member of New York Dress Institute--See Page 5) FOR VISITING PRESS, AT WALDORF-ASTORIA, ASTOR GALLERY AT 5:30 P.M.-6:30 P.M. COCKTAILS (See Page 1 for local press show).		
Sunday Jan. 10 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.
Sunday Jan. 10 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY FOR VISITING & LOCAL PRESS "Celebrity Night"--Harriet Hubbard Ayer will invite out-of-town and N.Y. editors to a cocktail party. By invitation. Publ.: Mary Brown, MU.8-6000.	HARRIET HUBBARD AYER (390 PARK AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Sunday Jan. 10 9:00 P.M. Champagne	MILLINERY SHOWING FOR VISITING PRESS Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. <u>This show will be presented to the N.Y. fashion editors on Monday, Jan. 11 at 9:30 A.M. (See Pg. 7).</u> By invitation only. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	WALTER FLORELL	HAMPSHIRE HOUSE FOUNTAIN ROOM
Jan. 10- Jan. 13	SPRING-SUMMER MARKET WEEK BY CALIFORNIA FASHION CREATORS IN LOS ANGELES. Contact: 740 South Broadway, Los Angeles, California.		
Beginning Sunday Jan. 10- Jan. 13	SEMI-ANNUAL WOMEN'S SPORTSWEAR SHOW The fourth semi-annual Women's Sportswear Show, with about 300 manufacturers showing lines. Contact: Arthur Tarshis, 12 West 72nd St., TR.3-7128.	WOMEN'S SPORTSWEAR SHOW	HOTEL NEW YORKER 4 FLOORS
Beginning Monday Jan. 11	DISPLAY OF SPRING & SUMMER HOSIERY Beautiful Bryans Spring-Summer 1954 collection of stocking fashions will be on display. Publ.: Sally Cramer at Beautiful Bryans, PL. 9-2925.	BEAUTIFUL BRYANS	270 PARK AVENUE SUITE A-605
Week Of Jan. 11	SHOWING OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their couture footwear collections for Spring and Summer 1954. Members include: Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son (Schiaparelli); Palter de Liso; M. Wolf & Son; Zuckerman-Fox (Julianelli). Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday	"CHARTING RETAILING'S	NATIONAL RETAIL	HOTEL STATLER
Jan. 11-	COURSE FOR '54"	DRY GOODS ASS'N.	
Jan. 14	NRDGA's 43rd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780.		

NEW YORK DRESS INSTITUTE'S TWENTY-SECOND NATIONAL PRESS WEEK (Jan. 11-15, 1954)

Semi-annual National Press Week is a group activity of the Couture Group of the N.Y. Dress Institute, whose member (and auxiliary) firms underwrite, on a pro-rata basis, costs of conducting Press Week, including round-trip transportation of the majority of invited editors. Membership is open, by advance arrangement, to all firms and trade organizations whose products and aims are of logical interest to fashion, beauty and women's editors. Publicity: Eleanor Lambert, MU. 8-2130. Contact: New York Dress Institute, LA. 4-0461.

Sun.,	Jan. 10...	5:30 P.M.	PREVIEW OF BUICKS (Aux.) . . .	WALDORF-ASTOR GALLERY
Mon.,	Jan. 11...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-JADE & BASILDON
		9:00 A.M.	WATCH FOR FORUM	WALDORF-JADE & BASILDON
		10:00 A.M.	CLAIRE McCARDELL.	WALDORF-JADE & BASILDON
		11:00 A.M.	PAUL PARNES	WALDORF-JADE & BASILDON
		12:00 Noon	DELMAN SHOES (Auxiliary). . .	WALDORF-PERROQUET SUITE
		1:00 P.M.	INT'L SILK ASS'N (Auxiliary). .	WALDORF-JADE & BASILDON
		2:30 P.M.	DAVE BELLSEY.	WALDORF-JADE & BASILDON
		3:30 P.M.	MISS AMERICA (Patric)	WALDORF-JADE & BASILDON
		4:30 P.M.	JACK SARNOFF (Molly).	WALDORF-JADE & BASILDON
		5:30 P.M.	OLEG CASSINI (Cocktails). . .	WALDORF-JADE & BASILDON
		7:00 P.M.	MILLINERY FASHION BUR. (Aux.)	AMBASSADOR-EMBASSY ROOM
Tues.,	Jan. 12...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-JADE & BASILDON
		9:00 A.M.	HERBERT SONDHEIM.	WALDORF-JADE & BASILDON
		10:00 A.M.	ORIGINALA	WALDORF-JADE & BASILDON
		11:00 A.M.	BEN ZUCKERMAN	WALDORF-JADE & BASILDON
		12:00 Noon	HARRY FRECHTEL.	WALDORF-JADE & BASILDON
		1:00 P.M.	SHIP'N SHORE BLOUSES (Aux.) .	WALDORF-JADE & BASILDON
		2:30 P.M.	MONTE-SANO & PRUZAN	WALDORF-JADE & BASILDON
		3:30 P.M.	CAROLYN SCHNURER.	WALDORF-JADE & BASILDON
		4:30 P.M.	HARVEY BERIN.	WALDORF-JADE & BASILDON
		5:30 P.M.	GROUP SHOWING (R & K DRESSES,	(WALDORF-ASTORIA
			GLENHAVEN SUITS, SUZY PERETTE,	(JADE &
			TONI OWEN)--Cocktails	(BASILDON
Wed.,	Jan. 13...	8:00 A.M.	CAPEZIO (Auxiliary)	756 SEVENTH AVENUE
		9:30 A.M.	MODERN COUTURE (Helena Barbieri)	525 SEVENTH AVENUE
		10:30 A.M.	BEN REIG.	498 SEVENTH AVENUE
		11:30 A.M.	PATTULLO-JO COPELAND.	498 SEVENTH AVENUE
		12:30 P.M.	MAURICE RENTNER (Luncheon). .	498 SEVENTH AVENUE
		2:00 P.M.	JOSEPH HALPERT (Jacques Fath)	530 SEVENTH AVENUE
		3:00 P.M.	ADELE SIMPSON	530 SEVENTH AVENUE
		4:00 P.M.	MOLLIE PARNIS	530 SEVENTH AVENUE
		5:00 P.M.	CEIL CHAPMAN (Cocktails). . .	530 SEVENTH AVENUE
		8:30 P.M.	PELLON (Aux.) THEATRE PARTY .	ZIEGFELD THEATRE
Thurs.,	Jan. 14...	8:00 A.M.	CAPEZIO (Auxiliary)	756 SEVENTH AVENUE
		9:00 A.M.	B. H. WRAGGE.	BONWIT TELLER - 9TH FL.
		10:00 A.M.	HATTIE CARNEGIE	711 FIFTH AVENUE
		11:00 A.M.	JANE DERBY.	785 FIFTH AVENUE
		12:15 P.M.	KNITTED FABRICS & NRDGA (Aux.)	STATLER - BALLROOM
		2:30 P.M.	TINA LESER.	23 WEST 57TH STREET
		3:30 P.M.	CHRISTIAN DIOR, NEW YORK. . .	730 FIFTH AVENUE

(continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TWENTY-SECOND NATIONAL PRESS WEEK (continued from page 6)</u>			
Fri., Jan. 15...	8:00 A.M. CAPEZIO (Auxiliary)		756 SEVENTH AVENUE
	9:00 A.M. TRIGERE, INC.		550 SEVENTH AVENUE
	10:00 A.M. DAVIDOW		550 SEVENTH AVENUE
	11:00 A.M. SAMUEL WINSTON		530 SEVENTH AVENUE
	12:30 P.M. COTY, INC. (Auxiliary)--Luncheon . .		WALDORF-SERT ROOM
	2:30 P.M. JUNIOR FASHIONS (HORWITZ & DUBERMAN; INTERNATIONAL JUNIOR; JUNIOR SOPHISTICATES; REICH GOLDFARB)		(WALDORF-ASTORIA SERT ROOM)
	3:30 P.M. NETTIE ROSENSTEIN.		WALDORF-SERT ROOM
	4:45 P.M. FELLON DEMONSTRATION (Auxiliary) . .		WALDORF-SERT ROOM
	5:00 P.M. COCKTAIL PARTY (To meet Members of Couture Group & Designers). . . .		(WALDORF-ASTORIA SERT ROOM)
Jan. 11	WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR THE NEW YORK PRESS, AT HIS 9:30 A.M. SALON, 29 EAST 53RD STREFT (See Page 5 for out-of-town press show.)		
Jan. 11	CLAIRE McCARDELL (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR 10:00 A.M. VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11	PAUL PARNES (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING 11:00 A.M. PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Monday	PRESS PREVIEW OF	DELMAN	WALDORF-ASTORIA
Jan. 11	SPRING SHOES		PERROQUET SUITE
12:00 Noon	The visiting and local press will be invited to a preview of Spring shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--See Page 6). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday	PRESS PREVIEW OF	INTERNATIONAL SILK	WALDORF-ASTORIA
Jan. 11	FASHIONS IN SILK	ASSOCIATION, U.S.A.	JADE & BASILDON RMS.
1:00 P.M.	Luncheon fashion showing of Spring collection by leading designers in fabrics from International Silk Association, U.S.A. (Auxiliary Member of N.Y.D.I.--See Page 6). For visiting and local press, by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Luncheon			
Jan. 11	DAVE BELLSEY (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING 2:30 P.M. PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Beginning	SHOWING OF SPRING-	SCHIAPARELLI LINGERIE	210 MADISON AVENUE
Monday	SUMMER LINGERIE		SHOWROOM - 8TH FLOOR
Jan. 11	Showing of Schiaparelli's Spring-Summer lingerie collection at 2:30 P.M.		
2:30 P.M.	Trade and fashion magazines-- <u>Jan. 11</u> ; service magazines-- <u>Jan. 12</u> ; syndicates-- <u>Jan. 13</u> ; local newspapers-- <u>Jan. 14</u> ; overseas press-- <u>Jan. 20</u> ; TV and radio-- <u>Jan. 22</u> . By invitation only. Trade showings at 10:30 A.M. and 2:30 P.M. daily. Out-of-town press invited. Contact: Noriene Barrett, at Schiaparelli, OR. 9-0192.		
Jan. 11	MISS AMERICA--PATRIC (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR 3:30 P.M. VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11	JACK SARNOFF--MOLLY (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR 4:30 P.M. VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11	OLEG CASSINI (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING 5:30 P.M. PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS, COCKTAILS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 11 7:00 P.M. Dinner	MILLINERY SHOW FOR VISITING & LOCAL PRESS The Millinery Fashion Bureau (Auxiliary Member of N.Y.D.I.--See Page 6) will invite the out-of-town and local editors to dinner and showing of Spring millinery. By invitation only. Contact: Babs Vierhaus, 1450 Broadway, LO. 4-7800.	MILLINERY FASHION BUREAU	AMBASSADOR HOTEL EMBASSY ROOM
Jan. 12 9:00 A.M.	HERBERT SONDHEIM (N.Y. DRESS INSTITUTE--See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 9:30 A.M. Breakfast	MILLINERY PREVIEW FOR PRESS AND BUYERS Beatrice-Martin will present her Spring millinery collection to the N.Y. press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Jan. 12 10:00 A.M.	ORIGINALA (N.Y. DRESS INSTITUTE--See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 12 11:00 A.M.	BEN ZUCKERMAN (N.Y. DRESS INSTITUTE--See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 11:00 A.M.	BRIDAL FASHIONS BY JOSEPHINE ORO "Wedding Breakfast" for the press--a preview of Josephine Oro's Spring and Summer bridal fashions. By invitation. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
Jan. 12 12:00 Noon	HARRY FRECHTEL (N.Y. DRESS INSTITUTE--See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 12:00 Noon Luncheon	FASHION SHOW: OPENING OF NEW FACTORY Press and buyers will meet at showroom, then be transported uptown to new factory, where His Honor, Mayor Robert F. Wagner, Jr., will officiate at opening ceremonies, to be followed by luncheon, and a preview of the Joseph Love Summer collection of children's dresses. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	JOSEPH LOVE, INC. (1333 BROADWAY)	NEW FACTORY 3280 BROADWAY
Tuesday Jan. 12 1:00 P.M. Luncheon	SPRING BLOUSE COLLECTION FOR VISITING PRESS Ship'n Shore (Auxiliary Member of N.Y.D.I.--See Page 6), will present Spring blouses to visiting and local press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP'N SHORE BLOUSES	WALDORF-ASTORIA JADE & BASILDON RMS.
Jan. 12 2:30 P.M.	MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE--See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 12 3:30 P.M.	CAROLYN SCHNURER (N.Y. DRESS INSTITUTE--See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 12 4:00 P.M.	KRAMER JEWELRY'S OPEN HOUSE FOR RESIDENT AND OUT-OF-TOWN BUYERS, 393 FIFTH AVENUE, 2ND FLOOR, 4:00 P.M.-7:00 P.M. (See Page 2).		
Jan. 12 4:30 P.M.	HARVEY BERIN (N.Y. DRESS INSTITUTE--See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 12 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF RAINWEAR BY LORRAINE BUDNY Preview of fashions in rainwear, designed by Lorraine Budny for Harris Raincoat Co. (March & Mendl, Inc.). <u>Showing at 5:30 P.M.</u> only. Publicity: Jonni Walker, RE. 7-5779.	HARRIS RAINCOAT CO. (512 SEVENTH AVENUE)	STORK CLUB MAIN DINING ROOM
Jan. 12 5:30 P.M.	GROUP SHOWING (N.Y. DRESS INSTITUTE--See Page 6) FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS, Cocktails.		
Tuesday Jan. 12 7:30 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES "Daytime Dresses in 3D"--presentation of new Spring and Summer brand line daytime dresses. Commemoration of 100th anniversary of women's dress manufacturing in the U.S. By invitation only. Fashion Director: Blanche Wise. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 13- Jan. 15 8:00 A.M. Coffee	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member of the N.Y. Dress Institute--See Page 6) will invite the visiting press to their Boutique on Wednesday, Thursday, Friday at 8:00 A.M. <u>For local press, Thursday, Jan. 14, 9:00 A.M.-11:00 A.M.</u> By invitation. Contact: Jackie Dempsey at Capezio, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
Wednesday Jan. 13 9:00 A.M. Breakfast	RAINWEAR FASHIONS BY HELEN VAN VLIET Preview of Spring-into-Summer rainwear, designed by Helen van Vliet for Town Creations. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	TOWN CREATIONS (39 WEST 29TH ST.)	DUNHALL'S RESTAURANT 1440 BROADWAY
Jan. 13 9:30 A.M.	MODERN COUTURE--HELENA BARBIERI (N.Y. DRESS INSTITUTE--See Page 6) SHOWING FOR VISITING PRESS, 525 SEVENTH AVENUE, SHOWROOM.		
Jan. 13 10:30 A.M.	BEN REIG (N.Y. DRESS INSTITUTE--See Page 6) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 10:30 A.M. Coffee	PREVIEW OF SPRING MILLINERY William J. will present his Spring millinery to the press. By invitation only. Contact: Kay Kean, CI. 5-8956.	WILLIAM J.	44 WEST 54TH STREET SALON
Jan. 13 11:30 A.M.	PATTULLO-JO COPELAND (N.Y. DRESS INSTITUTE--See Page 6) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 12:30 P.M. Luncheon	VISITING PRESS SHOW: SPRING COLLECTION Maurice Rentner (N.Y. Dress Institute--See Page 6) will present his Spring collection. By invitation. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Jan. 13 2:00 P.M.	JOSEPH HALPERT--JACQUES FATH (N.Y. DRESS INSTITUTE--See Page 6) SHOWING FOR VISITING EDITORS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 2:30 P.M.	SPRING & SUMMER MILLINERY PREVIEW Eleanora Garnett of Rome will present for the press and buyers a collection of Spring and Summer designs by Robert Galer. By invitation only. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 13 3:00 P.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 3:00 P.M.- 6:00 P.M. Tea	INTRODUCTION OF COLORFAST RAYON FIBER "COLORAY" Courtaulds' colorfast rayon fiber "Coloray," now manufactured in the U.S., will be introduced to the fashion and home furnishings press. By invitation. Publicity: Rona Monell, Lewin, Williams & Saylor, MU. 8-6200.	COURTAULDS, INC. (600 FIFTH AVENUE)	WALDORF-ASTORIA PERROQUET SUITE
Jan. 13 4:00 P.M.	MOLLIE PARNIS (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 4:30 P.M.	PRESS PREVIEW: SETTINGS WITH SPRING FABRICS Preview for daily press of Macy's new settings with a Springtime fabric theme of carnations and polka dots. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Jan. 13 5:00 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM, Cocktails.		
Wednesday Jan. 13 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon (Auxiliary Member of N.Y.D.I. -- See Page 6) will invite the visiting press to see "Kismet" starring Alfred Drake and Doretta Morrow. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Jan. 14 9:00 A.M.	B. H. WRAGGE (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, BONWIT TELLER, 9TH FLOOR.		
Jan. 14 10:00 A.M.	HATTIE CARNEGIE (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM.		
Thursday Jan. 14 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION Millinery fashions for Spring will be presented by Mr. John P. John to the N.Y. press and buyers. <u>Showing for visiting editors at 5:30 P.M.</u> By invitation. Contact: Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Jan. 14 11:00 A.M.	JANE DERBY (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE, SHOWROOM.		
Thursday Jan. 14 12:15 P.M. Luncheon	COTTON KNIT SHOW FOR VISITING & LOCAL PRESS Third annual cotton knit and swimwear fashion show for visiting and local press and trade, co-sponsored by the Merchandising Division of the Nat'l Retail Dry Goods Ass'n and Knitted Fabrics Inst. (Auxiliary Member of the N.Y. Dress Institute--See Page 6). By invitation. Tickets for trade: \$4.50. Contact: Knitted Fabrics Institute, 1450 B'way. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.	KNITTED FABRICS INST. & N.R.D.G.A.	HOTEL STATLER BALLROOM
Jan. 14 2:30 P.M.	TINA LESER (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, 23 WEST 57TH STREET, SHOWROOM.		
Jan. 14 3:30 P.M.	CHRISTIAN DIOR-NEW YORK (N.Y. DRESS INSTITUTE -- See Page 6) SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 14 4:00 P.M.- 6:30 P.M. Cocktails	SPRING PREVIEW OF PANTIE GIRDLES Guild Foundations will present the Spring collection, featuring "Phantoms Pantie Girdle Parade." By invitation only. Contact: Guild Foundations, 20 West 33rd Street, LA. 4-5519.	GUILD FOUNDATIONS (20 WEST 33RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
Thursday Jan. 14 5:00 P.M.- 7:30 P.M.	SPRING BAG PREVIEW FOR THE PRESS Spring collection of domestic and imported "Bags by Josef" for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU-11TH FL.
Jan. 14 5:30 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET. (See Page 10 for local press show.)		
Thursday Jan. 14 9:00 P.M. Champagne	PREVIEW: YOUNG VIEWPOINT SPRING FASHIONS Preview showing and champagne party for out-of-town and local press, presenting Young Viewpoint's Spring fashions for the woman 5'5" and under. By invitation. Publicity: Saul Krieg Assoc., 9 E. 47th St., PL. 3-1543.	GINSBURG & ABELSON, INC.	1400 BROADWAY SHOWROOM-27TH FLOOR
Jan. 15 9:00 A.M.	TRIGERE, INC. (N.Y. DRESS INSTITUTE--See Page 7) PRESS, 550 SEVENTH AVENUE, SHOWROOM.		SHOWING FOR VISITING
Jan. 15 10:00 A.M.	DAVIDOW (N.Y. DRESS INSTITUTE -- See Page 7) 550 SEVENTH AVENUE, SHOWROOM.		SHOWING FOR VISITING PRESS,
Jan. 15 11:00 A.M.	SAMUEL WINSTON (N.Y. DRESS INSTITUTE --- See Page 7) PRESS, 530 SEVENTH AVENUE, SHOWROOM.		SHOWING FOR VISITING
Friday Jan. 15 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS Coty (Auxiliary Member of N.Y.D.I.--See Page 7) will invite the visiting press to luncheon. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA SERT ROOM
Jan. 15 2:30 P.M.	JUNIOR FASHIONS (N.Y. DRESS INSTITUTE -- See Page 7) PRESS, WALDORF-ASTORIA, SERT ROOM.		SHOWING FOR VISITING
Jan. 15 3:30 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE -- See Page 7) VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		SHOWING FOR
Jan. 15 4:45 P.M.	PELLON DEMONSTRATION (N.Y. DRESS INSTITUTE Auxiliary -- See Page 7) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 5:00 P.M.	COCKTAIL PARTY (N.Y. DRESS INSTITUTE -- See Page 7) TO MEET MEMBERS OF COUTURE GROUP & DESIGNERS, WALDORF-ASTORIA, SERT ROOM.		
Friday Jan. 15 8:30 P.M.	OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host to the visiting editors at J.M. Mankiewicz's new production of Puccini's "La Boheme" for visiting press. By invitation only. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 16 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his Spring millinery collection to the visiting editors. By invitation only. Publ.: Marsha Scott, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 16 2:40 P.M.	THEATRE PARTY AND FASHION SHOW Will Nemerov will invite visiting editors to the matinee performance of "The Fifth Season," which has been re-costumed by "Willi." Highlights of his new Spring collection will be shown after the performance. By invitation only. Contact: Marie Altheimer at Will Nemerov, LO. 4-9595.	WILL NEMEROV (550 SEVENTH AVENUE)	CORT THEATRE 138 WEST 48TH STREET
Saturday Jan. 16 3:00 P.M.	"HEALTH RESORT WEEKEND" FOR VISITING PRESS The out-of-town editors will be invited to Bill Brown's health resort "for men only," where the "iron curtain" will be pulled aside for the first time in 50 years to restore the tired career girl. The first and only women "to get the treatment" will be the visiting editors. Trip takes one hour. Editors will return to New York on Sunday at about 6:30 P.M. By invitation only. Publ.: Lind-Gilbert Associates, 22 E. 60 St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	BILL BROWN'S GARRISON, N.Y.
Wednesday Jan. 20 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Altman's will present Spring fashions by Mollie Parnis. Press by invitation. Public by reservation; contact: "Beverly," TE. 8-8000. Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 20 4:30 P.M. Cocktails	PREVIEW: FALL FABRICS AND COLORS IN WOOL New Fall wool fashions in new colors, designed by S. Stroock, will be presented to the press. Showing promptly at 4:30 P.M. By invitation only. Publ.: Bette Crumpacker, Daniel J. Edelman & Assoc., 104 E. 40th, MU. 5-7139.	S. STROOCK & CO., INC.	SHERRY NETHERLAND CRYSTAL PAVILION
Monday Jan. 26 12:30 P.M. Luncheon	ANNIVERSARY SHOWING OF COTTON COLLECTION Jerry Parnis' 15th anniversary as a designer of couture cottons, with showing of her new Summer collection. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday Jan. 27 12:30 P.M. Luncheon	"ROUND THE WORLD FASHIONS" AT LUNCHEON B.O.A.C. will present "Round The World Fashions", available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. B.O.A.C. Publicity: Ouida Wagner, 340 Madison Ave., MU. 7-8900, Ext. 160.	BRITISH OVERSEAS AIRWAYS CORP.	HOTEL PIERRE COTILLION ROOM
Beginning Monday Feb. 1	PARIS SPRING COUTURE OPENINGS Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Tuesday Feb. 2 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Annual Showing for benefit of Nat'l Foundation For Infantile Paralysis. Contact: Elaine Whitelaw, BE. 3-0500. Publ.: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

* LAST MINUTE ANNOUNCEMENT---OUT-OF-DATE ORDER *			

Tuesday Jan. 5 3:30 P.M.	SPRING LINGERIE & BLOUSE PREVIEW Highlights of Yolande's Spring lingerie and blouse collection for resident buyers and press. By invitation. Publ.: Peggy Caile, PL. 5-6358.	YOLANDE, INC.	16 EAST 34TH STREET SHOWROOM